

# MINUTES

REGULAR MEETING OF  
CITY OF ALAMEDA AMERICA'S CUP COMMITTEE  
THURSDAY, SEPTEMBER 1, 2011  
6:00 PM

1. CALL TO ORDER

The meeting commenced at 6:00 p.m.

Present: Vice Chair Brad Shook, Dave Bloch, Jim Oddie, John Platt, Kame Richards, David Lee, Jack Boeger, Leslie Cameron, Kathie Woulfe, David Forbes.

Absent: Chris Seiwald

Staff: Eric Fonstein

Public: Deborah Wright, Chris Tibbe, Dan Tibbe, Peter Clark, Dave Connolly, and Kathy Doulabi.

1. CALL TO ORDER AND ROLL CALL

2. **MINUTES**

2.a. Approved Minutes of the Special Meeting of August 18, 2011

3. **CONSENT CALENDAR**

4. **ORAL COMMUNICATIONS – PUBLIC**

Chris Tibbe—He and his father, Dan Tibbe, operate Open Ocean Sailing, a charter boat service based in Alameda. Mr. Tibbe said that there is much opportunity to promote Alameda as an access point to see the race. "It is great to be on a sailing vessel to see a sailing event," Mr. Tibbe said.

Peter Clark—Mr. Clark said that the America's Cup can provide the "gloss" to make Alameda Point into a destination resort. Mr. Clark liked the idea of resort/golf course, claiming that Alameda Point has one of the best views in the world. He advocates for adaptive reuse at Alameda Point.

Dave Connolly—Mr. Connolly is an Alameda resident and Vice President of the Sailors Union of the Pacific (SUP). Mr. Connolly viewed the America's Cup as "a new media model" with maximum internet coverage. Mr. Connolly said that the media has not been addressed by the Committee.

Alameda should look at the media's needs, such as water taxis, to access the race. He thinks that top boaters and mega yachts will go elsewhere, but Alameda's comparative advantage is staging area for media.

Kathy Doulabi—Ms. Doulabi owns an interactive entertainment company (DreamGenieUS.com) and would like to help coordinate entertainment activities in Alameda for the America's Cup.

## 5. UNFINISHED BUSINESS

### 5.a. Discussion Regarding Scenarios.

The Subcommittees that were created at the last meeting, reported on priority items and initial steps necessary to implement them.

Promotion Subcommittee—Mr. Boeger and Mr. Bloch made the following points:

- The first step is to educate the local business community. They suggested that the Committee create a speakers bureau to present information to various Alameda business associations and maritime business clusters, such as charter boats. In addition, the outreach will solicit from the business associations and clusters what steps they would like to see implemented. The Subcommittee will develop a basic script for Committee to review.
- The City and the Committee should coordinate outreach with the AC Authority. We should let them know that Alameda is out there promoting their event.
- The Promotion Subcommittee will create an action plan and outline script.
- Mr. Boeger will reorganize the website content.

Land-to-Sea Transportation—Mr. Oddie and Mr. Platt reported on the following points:

- Ferry service should be the top priority. The Committee should ask the City:
  - \* to provide overflow parking areas adjacent to ferry terminals.
  - \* to expand ferry service and offer other landings for ferry service.
  - \* to work with WETA to develop service to Treasure Island.
- Other priorities include: increase AC bus and shuttle service on the Island and increase water taxi service to Jack London Sq. and other destinations.

Mr. Bloch suggested researching AQMD grants.

Sea Transportation—Ms. Cameron summarized her meeting with Lori Taylor, Community Development Director for the City of Alameda:

- She asked the City to do survey of marinas and conduct an economic analysis of reconfiguring slips to allow large yachts. The Committee may recommend that the City adjust its lease rates to the marinas in exchange for them to make improvements.

Mr. Richards said that many marinas are not deep enough for large yachts.

Mr. Lee said that the City has not stepped up to sign leases with marinas.

Mr. Bloch suggested getting the AC Authority to build a mega yacht marina in Alameda.

Mr. Platt suggested talking to John Berry and Alaska Packer Basin.

- The Subcommittee suggests researching the potential moorings at the Old Navy Marina by Enterprise Park and the Alaska Packers Basin.
- The Subcommittee recommends asking the City to explore potential of Seaplane Lagoon.

Racing Syndicates—Mr. Richards reported:

- The Artimus response was that they will focus on defining their needs (criteria) within the next two months. Mr. Richards said that the City should not wait to move on this item. For example, he said that the Committee should ask the City to offer free space to build racing boats at Alameda Point in exchange for Syndicates to pay for the improvements.
- Mr. Richards also suggested that the City to organize site tours of Alameda Point to Syndicates to show what is available before they set their criteria.

Housing—Mr. Lee suggested the following priority item:

- ask the City to create or change zoning requirement to allow for permanent high-end motor coach park.

Events—Mr. Platt suggested the following priority items:

- Approach Alameda Theater with the idea of maritime/America's Cup film festival. Mr. Shook offered to contact Kyle Conner.

- Ask the City to help accommodate the NCMA boat show.

Mr. Shook suggested that at the next meeting, the committee should 1) formally decide which recommendations to move forward as top priorities, and 2) decide how to present them to the City Manager.

6. **NEW BUSINESS**

6.a. Discussion of Superyachts and Seaplane Lagoon.

This topic was covered under Old Business.

7. **REPORTS**

8. **WRITTEN COMMUNICATIONS**

9. **ORAL COMMUNICATIONS – COMMITTEE MEMBERS AND STAFF**

10. **ADJOURNMENT**

7:34 p.m.